

IN THE CLAIMS:

The following are the currently pending claims and proposed amendment to claim 3. (All claims listed)

1.-7. (Canceled)

8. (Currently Amended) A method for the sale of advertising by a seller to a buyer, comprising:

the seller and the buyer agreeing to a sale price for said advertising, said sale price covering a predetermined number of impressions of an advertising message on a website and potential, to be earned bonus impressions of the advertising message on the website;

the seller providing the predetermined number of impressions of the advertising message on the website from a server to the one or more viewers viewing the website on one or more viewer computers over a computer network;

automatically recording at said server one or more actions entered into said one or more viewer computers, said actions made by said one or more viewers in response to said advertising message;

automatically determining a number of earned bonus impressions of the advertising message based on said one or more actions; and

the seller automatically providing the determined number of earned bonus impressions of said advertising message on the website to said one or more viewer computers without charging beyond said sale price.

9. (Original) The method of claim 8 wherein said action includes selecting said advertising message with a cursor movement device.

10. (Previously Presented) The method of claim 8 wherein said action includes
selecting a link associated with said advertising message with a cursor movement device;
and
displaying content from a site associated with said link.

11. (Original) The method of claim 10 wherein said action further includes
completing a purchase transaction at said site.

12. (Previously Presented) The method of claim 8 wherein said action further includes
permitting a transfer of viewer information to a buyer's computer system.

13. (Currently Amended) A set of instructions residing in a storage medium, said set of
instructions capable of being executed by a processor to implement a method for the presentation
of advertisements, the method comprising:

the seller and the buyer agreeing to a sale price for said advertising, said sale price
covering a predetermined number of impressions of an advertising message on a website and
potential, to be earned bonus impressions of the advertising message on the website;

the seller providing the predetermined number of impressions of the advertising message on the website from a server to the one or more viewers viewing the website on one or more viewer computers over a computer network;

automatically recording at said server one or more actions entered into said one or more viewer computers, said actions made by said one or more viewers in response to said advertising message;

automatically determining a number of earned bonus impressions of the advertising message based on said one or more actions; and

the seller automatically providing the determined number of earned bonus impressions of said advertising message on the website to said one or more viewer computers without charging beyond said sale price.

14. (Original) The set of instructions of claim 13 wherein said action includes selecting said advertising message with a cursor movement device.

15. (Previously Presented) The set of instructions of claim 13 wherein said action includes selecting a link associated with said advertising message with a cursor movement device; and displaying content from a site associated with said link.

16. (Original) The set of instructions of claim 15 wherein said action further includes completing a purchase transaction at said site.

17. (Previously Presented) The set of instructions of claim 13 wherein said action further includes permitting a transfer of viewer information to a buyer's computer system.

18. (Currently Amended) A system for the presentation of advertisements where a seller and a buyer agree to a sale price for said presentation of advertisements, said sale price covering a predetermined number of impressions of an advertising message on a website and potential, to be earned bonus impressions of the advertising message on the website, the system comprising:

a computer system to provide the predetermined number of impressions of the advertising message on the website to one or more viewers viewing the website on one or more viewer computers over a computer network, said computer system to record one or more actions entered into said one or more viewer computers, said actions made by said one or more viewers in response to said advertising message, said computer system to determine a number of earned bonus impressions of the advertising message, based on said one or more actions, and said computer system to provide the determined number of earned bonus impressions of said advertising message on the website to said one or more viewer computers without charging beyond said sale price.

19. (Original) The system of claim 18 further comprising a viewer computer wherein said action includes selecting said advertising message with a cursor movement device at said viewer computer.

20. (Previously Presented) The system of claim 18 further comprising a viewer computer and a buyer's computer system wherein said action includes

selecting a link associated with said advertising message with a cursor movement device
at said viewer computer; and

displaying content at said viewer computer from a site associated with said link and said
buyer's computer system.

21. (Original) The system of claim 20 wherein said action further includes completing a
purchase transaction at said site.

22. (Original) The system of claim 18 further comprising a viewer computer and a buyer's
computer system, wherein said action further includes permitting a transfer of viewer
information to said buyer's computer system.

23. (Original) The system of claim 18 wherein said computer network is an Internet.

24. (Original) The system of claim 19 wherein said computer network is an Internet.

25. (Original) The system of claim 20 wherein said computer network is an Internet.

26. (Original) The system of claim 21 wherein said computer network is an Internet.

27. (Original) The system of claim 22 wherein said computer network is an Internet.

28. (Cancelled)